Product designer (UI/UX) · Accessibility

Martina Franchi



Product designer specialising in accessibility. Since 2014 I have designed e-commerce, travel and learning products, mostly for Swiss companies. I work with the Heart, Head and Hand method: understand people, make clear decisions, build with care.

Italy · Central European Time (CET)

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Experience

2023 – present — **Knot&Co. by Martina**
Founder and designer · Lake Como
My own handmade textile art brand. I run product, branding, sales and workshops.

Apr 2022 – Apr 2023 — **Evulpo**
UX/UI designer · Zurich
Edtech learning platform

Jul 2020 – Apr 2022 — **Assos of Switzerland**
UX/UI designer · Stabio
Premium cycling apparel, e-commerce

Oct 2017 – Nov 2019 — **Pro Web Consulting**
UX/UI designer · Chiasso
Digital consultancy

Mar 2017 – Sep 2017 — **Wordans**
UX/UI designer · Lisbon
Apparel e-commerce

Sep 2015 – Mar 2016 — **Tally Weijl**
Marketing designer · Basel
Fashion retail

Nov 2014 – Oct 2015 — **Hotelscan**
Product designer · Chiasso
Hotel search platform

Expertise

UX
User research, usability testing, information architecture, wireframing, prototyping

UI
Visual design, design systems, responsive and e-commerce interfaces

Accessibility
WCAG 2.2, inclusive patterns, colour and contrast, keyboard and focus design, annotations for developers

Tools
Figma, FigJam, Adobe Creative Cloud, Claude

Education

User Experience Design, advanced course
Politecnico di Milano · 2021

Bachelor of Design
Politecnico di Milano · 2009 – 2013

Erasmus+
Associação de Designers, Faro · 2014

Violin
Conservatorio della Svizzera italiana · 2000 – 2009

Languages

Italian
Native

English
Fluent

French